

In the Claims

1. (Currently Amended) An information system, comprising:
a controller, for generating an image representative signal adapted for use by a display device;

a broadcast interface for applying broadcast information to a controller; and an interactive information interface for applying interactive information to said controller;

said controller including said broadcast information, said interactive information and a user selectable element in said image representative signal such that corresponding presented imagery includes an interactive portion, a broadcast portion and a user selectable element,

wherein said interactive information interface retrieves information from a network in response to the reception of broadcast information conforming to a user preference.

2. (Original) The information system of claim 1, wherein:

said user selectable element comprises a hyperlink having associated with it an object;

said interactive information interface, in response to a selection of said hyperlink, includes said object associated with said hyperlink within said interactive information.

3. (Original) The information system of claim 1, further comprising:

an input device for selecting said user selectable element, said input element comprising at least one of a keypad, a pointing device and a graphical user interface.

4. (Original) The information system of claim 1, further comprising:
data memory for storing a user preference.
5. (Original) The information system of claim 1, wherein:
said interactive information interface comprises a network access device.
6. (Currently Amended) The information system of claim 5, wherein:
said ~~internet~~ network access device includes a web modem.
7. (Original) The information system of claim 1, wherein:
said interactive portion of said imagery comprises objects retrieved from a
network and displayed in a first image panel; and
said broadcast portion of said imagery comprises broadcast video imagery
displayed in a second image panel.
8. (Original) The information system of claim 7, wherein:
said first panel is at least partially transparent and overlaps said second panel.
9. (Original) The information system of claim 1, wherein:
said user selectable element includes a control button for selecting a preference,
said preference being used to determine how said broadcast information is presented in
relationship to said interactive information.

10. (Currently Amended) The information system of claim ~~[[1]]~~ 7 wherein said first image panel is used to display web content.

11. (Original) The information system of claim 4, wherein:
said user preference stored in said data memory is accessible to at least a networked server to which the preference relates.

12. (Cancelled)

13. (Currently Amended) The information system of claim ~~[[12]]~~ 7, wherein:
said retrieved information is displayed in said first image panel.

14. (Currently Amended) The information system of claim ~~[[12]]~~ 1, further comprising:

data memory for storing a user preference, said user preference being stored in said memory by a web site interacting with said interactive information interface.

15. (Currently Amended) The information system of claim ~~[[12]]~~ 1, further comprising:
data memory for storing a user preference, said user preference being stored in said memory in response to user interaction via said user selectable element.

16. (Currently Amended) A method of displaying information comprising:
- initializing a display system;
 - receiving selected web content;
 - receiving broadcast content;
 - receiving personalized indicia within at least an out-of-band portion of a television signal;
 - formatting received web content, received broadcast content, and received personalized indicia into video information; and
 - displaying video information to simultaneously produce interactive information having a user selectable element and a television broadcast.
17. (Cancelled)
18. (Currently Amended) A method according to claim ~~[[17]]~~ 16 further including retrieving personalized information based on [the] said personalized indicia.
19. (Currently Amended) A method according to claim 16 wherein [the] said personalized indicia is a web browser cookie.
20. (Original) A method according to claim 15 further including retrieving preferences and formatting the received selected web content and received broadcast content based on those preferences.

21. (New) The information system of claim 1, wherein
said user selectable element includes a control button for selecting a preference, said
preference being used to select from a set of predetermined display formats that
determine how displayed broadcast information is presented in relationship to displayed
interactive information.

22. (New) The information system of claim 1, wherein:
said user selectable element includes a control button for selecting a preference, said
preference being used to alter a predetermined display format that determines how
displayed broadcast information is presented in relationship to displayed interactive
information.